

**CONTACT:**

Mr. Tai Freligh, Communications Manager  
NH Division of Travel and Tourism Development  
**Phone:** (603) 271-2343, Option #2 / **Cell:** (603) 545-4840  
**URL:** [www.visitnh.gov](http://www.visitnh.gov)

**Email:** [tai.freligh@dred.state.nh.us](mailto:tai.freligh@dred.state.nh.us)  
**Twitter:** VisitNH / CanucksLoveNH  
**Facebook:** [www.facebook.com/VisitNH](http://www.facebook.com/VisitNH)  
**Pinterest:** VisitNH **Flickr:** VisitNH

**FOR IMMEDIATE RELEASE:****Record Setting Columbus Day Weekend Expected!**

*615,000 Visitors Expected to Spend \$88 Million In New Hampshire This Holiday Weekend*

**Concord, NH, 2012** – Over 600,000 visitors are expected to flock to New Hampshire to see prime fall foliage over the Columbus Day Weekend, up 2 percent over last year. As the colors turn, travelers are expected to drop nearly \$90 million, up 4 percent over last year, according to a report by the Institute for New Hampshire Studies.

“Canadians will be visiting in higher numbers, continuing the trend we saw this summer due to lower gas prices, tax-free shopping and new higher duty free limits,” said Lori Harnois, Director of the New Hampshire Division of Travel and Tourism. “The Columbus Day Weekend is our third busiest holiday weekend of the year after the 4<sup>th</sup> of July and Labor Day.”

Visitors to New Hampshire for the holiday weekend can track the fall colors with weekly foliage reports sent to the website and iPhone and Android apps. New for the holiday weekend are mini-updates sent to the app and website multiple times a week so that leaf-peepers can stay up-to-date on the fall colors. Current foliage pictures are also posted daily to Facebook, Twitter and Pinterest.

**ABOUT THE DIVISION OF TRAVEL AND TOURISM DEVELOPMENT**

The Division of Travel and Tourism Development, as part of the New Hampshire Department of Resources and Economic Development, works with the state’s seven travel regions to increase visitation, travel and visitor expenditures in order to expand business activity and employment throughout the state. The division is responsible for domestic and international advertising and public relations, literature publication and distribution, [www.visitnh.gov](http://www.visitnh.gov) administration, grant administration and research to monitor and measure the impact of travel and tourism to the state. For more information about New Hampshire tourism, call 603-271-2665 or visit [www.visitnh.gov](http://www.visitnh.gov).

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